

CLAIMS

I claim:

1. A method of marketing to users of an electronic device connected via a wireless connection to a wide area network, comprising the following steps:
- identifying an electronic device connected to a wide area network;
 - determining the physical location of said electronic device when connected to said wide area network;
 - creating a user file containing the identity and physical location information of said electronic device;
 - selecting advertising material to be sent to said electronic device; and
 - transmitting said advertising material to said electronic device over said wide area network using the identity and physical location information in said user file.
2. A method of advertising as recited in Claim 1, wherein step (b) is carried out using physical location information transmitted by said electronic device when connected to said wide area network.
3. A method of marketing, as recited in Claim 2, wherein the step (b) of determining the physical location of said electronic device is accomplished using a global positioning satellite system which provides global coordinate information of said electronic device when connected to said wide area network.

1 4. A method of marketing, as recited in Claim 1, wherein said step (b) is carried out by a
2 wireless modem connected to said electronic device and a cellular telephone system capable of
3 determining the physical location of said wireless modem used to connect said electronic
4 device to said wireless network.

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6 5. A method of marketing, as recited in Claim 1, further including a server connected to
7 said wide area network, said server capable of receiving said identity and physical location
8 information to create said user file.

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10 6. A method of marketing, as recited in Claim 1, further including an additional step
11 between steps (c) and (d) of determining the network connection activities of said electronic
12 device when connected to said wide area network, said network connection activities being
13 added to said user file.

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15 7. A method of marketing, as reciting in Claim 6, wherein the step of determining the
16 network connection activities of said electronic device is carried out by determining the
17 existence of "cookies" on said electronic device.

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19 8. A method of marketing, as recited in Claim 1, further including the step of identifying
20 the user of said electronic device.

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22 9. A method of marketing, as recited in Claim 8, wherein said user file contains user

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1 identification information and is used to transmit advertising to said electronic device.

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3 10. A method of localized network marketing, comprising the following steps:

- 4 a. identifying an electronic device having means to make a wireless connection to
5 a wide area network;
6 b. identifying a user of said electronic device;
7 c. determining the physical location of said electronic device when connected to
8 said wide area network;
9 d. determining the network connection activities of said electronic device;
10 e. creating a user file containing information of the identity of said electronic
11 device, and the physical location of said electronic device when connected to the
12 network;
13 f. selecting advertising material; and
14 g. transmitting said advertising material over said wide area network using the
15 identity and physical location information in said user file.

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17 11. A method of marketing, as recited in Claim 10, further including a server connected to
18 said wide area network, said server capable of receiving said identity and physical location
19 information to create said user file.

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21 12. A method of advertising, as recited in Claim 11, the step (c) of determining the
22 physical location of said electronic device is accomplished using a global positioning satellite

1 system which provides global coordinate ~~information~~ of said electronic device.

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3 13. A method of advertising as recited in Claim 12 wherein step (d) is carried out using
4 information transmitted by said electronic device when connected to said network.

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6 14. A method of marketing, as recited in Claim 11, wherein said step (c) is carried out by a
7 cellular telephone system capable of determining the physical location of a cellular telephone
8 used to connect to said wide area network.

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10 15. A method of marketing, as recited in Claim 11, wherein said server is also the network
11 service provider that provides said electronic device access to said wide area network.

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13 16. A method of marketing, as recited in Claim 15, wherein said step (a) of identifying said
14 electronic device is accomplished by determining the numerical address assigned to said
15 electronic device by said server.

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17 17. A method of marketing, as recited in Claim 11, wherein said step (a) of identifying said
18 electronic device is accomplished using client software to transmit identification information.

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20 18. A method of marketing, as recited in Claim 15, wherein said server collects said
21 network connection activities information and adds it to said user file.

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19. A method of marketing, as recited in Claim 15, wherein said server collects personal data of said user of said electronic device and adds it to said user file.

20. A method of localized network marketing, comprising the following steps:

- a. identifying an electronic device having means to make a wireless connection to a wide area network;
- b. identifying the user of said electronic device;
- c. determining the physical location of said electronic device when connected to said wide area network;
- d. determining the network connection activities of said electronic device;
- e. creating a user file containing information of the identity of said electronic device, the identity of said user and the physical location of said electronic device when connected to the network;
- f. selecting advertising material to be sent to the user; and
- g. transmitting said advertising material to said user over said wide area network using the electronic device identity, user identity and physical location information in said user file.

21. A method of marketing, as recited in Claim 20, further including a server connected to said wide area network, said server capable of receiving said identity and physical location information to create said user file.

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22. A method of marketing as recited in Claim 20 wherein step (c) is carried out using information transmitted by said electronic device when connected to said network.

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